The Importance of Social Indicators in Outreach Programs?

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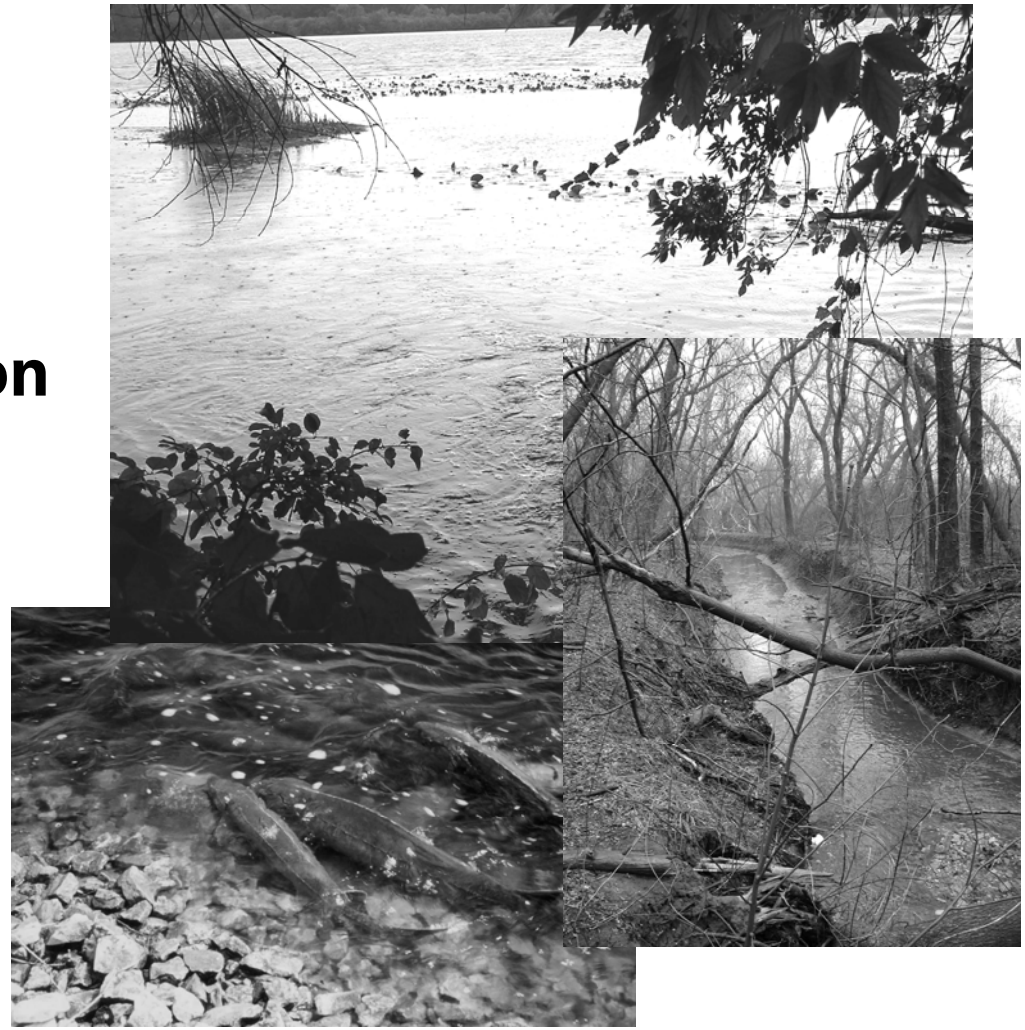
Acknowledgements to:
Rebecca Power, CSREES Regional Water Quality Liaisons, Great Lakes Region; and
Ken Genskow, Assistant Professor Department of Urban and Regional Planning, UW Madison
Tom Davenport, US EPA Region 5

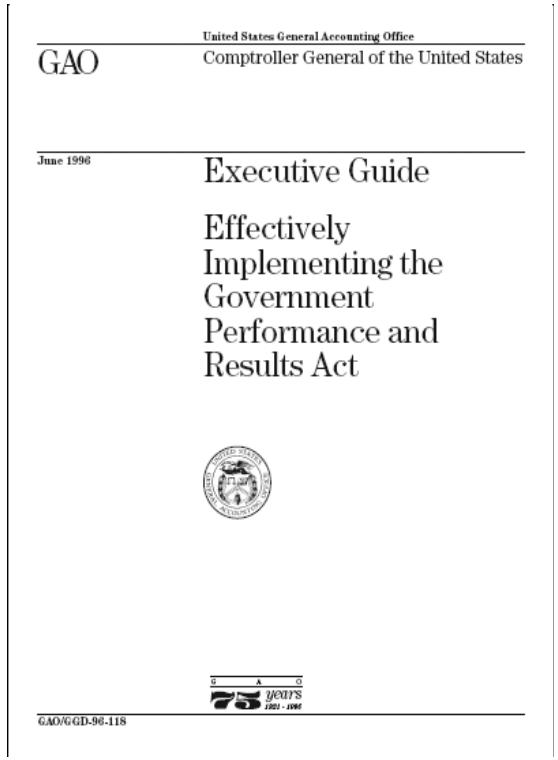
Desired Environmental Outcomes

- Reduced sediment
- Reduced nutrients
- Reduced peak flow
- Increased infiltration
- Control of Evasive Species
- Restored habitat / stream morphology



Attention to Social Indicators

- **Federal rules designed to "make" us accountable**
- **Less funding, yet with an emphasis on competitive distribution**
- **Increased attention outcomes and benchmarks as performance standards**


United States General Accounting Office

GAO

Comptroller General of the United States

June 1996

Executive Guide

Effectively Implementing the Government Performance and Results Act

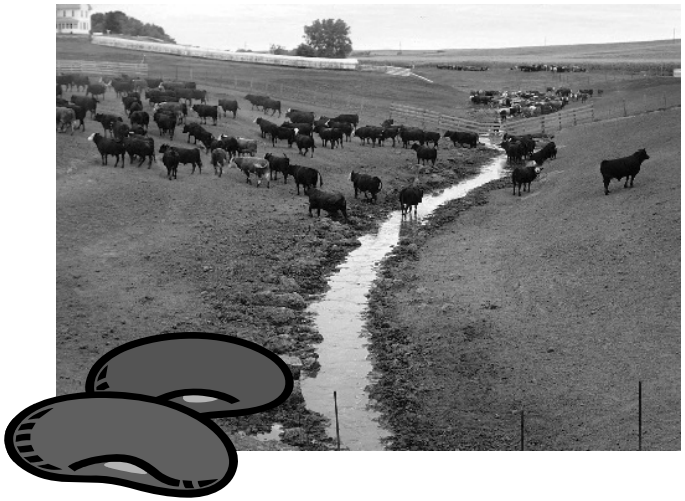
GAO 75 years 1921 - 1996

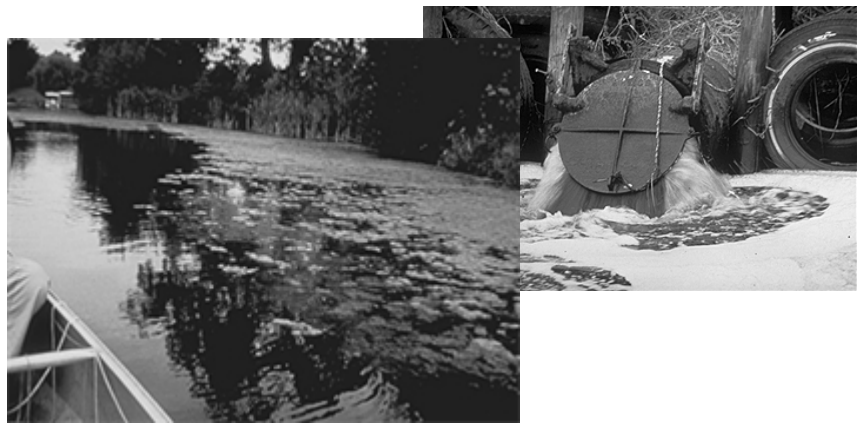
GAO/GGD-96-118

Types of Impacts

Social

Administrative





Environmental

Administrative

- Dollars invested
- Staff hours
- Numbers of NPM plans
- Workshops held
- Number of sub-projects
- Number of farmers
- Publications generated
- Grant dollars secured

Administrative

Strengths

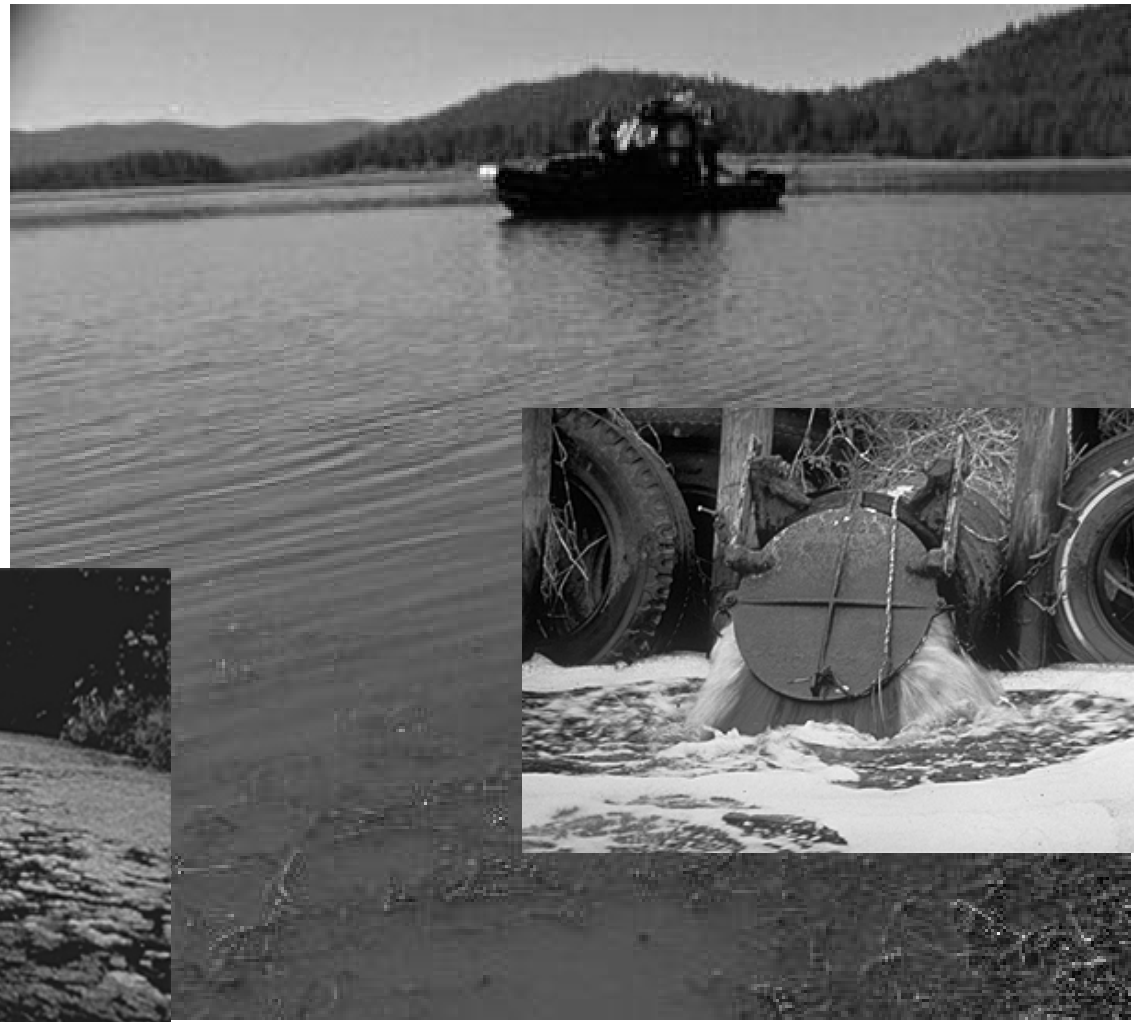
- Easy in the short-term
- Inexpensive
- Not time intensive
- Focus on programmatic goals

Weaknesses

- Often lack context of change in protection/restoration of the natural resource

Environmental

- Biological
- Physical
- Land uses
- Chemical



Environmental

Strengths

- The ultimate answers – what changed in the environment
- Data can be used to adapt approaches
- Assesses progress toward environmentally-related goals

Weaknesses

- The link of what we did “programmatically” and what happened environmentally.
- Requires special expertise
- Cost

Social

- Individual Change and Adoption
- Community
- Organizational
- Public participation
- Aggregation of Individual Change into an analysis of how the threat of degradation is influenced.

Social

Strengths

- Focuses on program or project impact with respect to the resource manager
- Augments the tracking of progress toward environmental goals
- Often precedes environmental change
- Maybe detected within the time frame or program

Weaknesses

- The linkage to specific environmental changes
- Requires special expertise
- Cost

Attention to Social Indicators

- ✓ Identifies audience - beyond superficial targeting
- ✓ Aids in message/curriculum selection
- ✓ Unifies effective communication methods
- ✓ Focuses staff expertise, time and integrates
- ✓ Builds staff capacity
- ✓ Prioritizes funding decisions (disproportionality)
- ✓ Establishes a baseline for true impact measurement

Challenge Yourself

While there is no way of actually measuring the success of an information campaign, we believe it was successful.

A 319 Project Report
(posthumously without permission!)

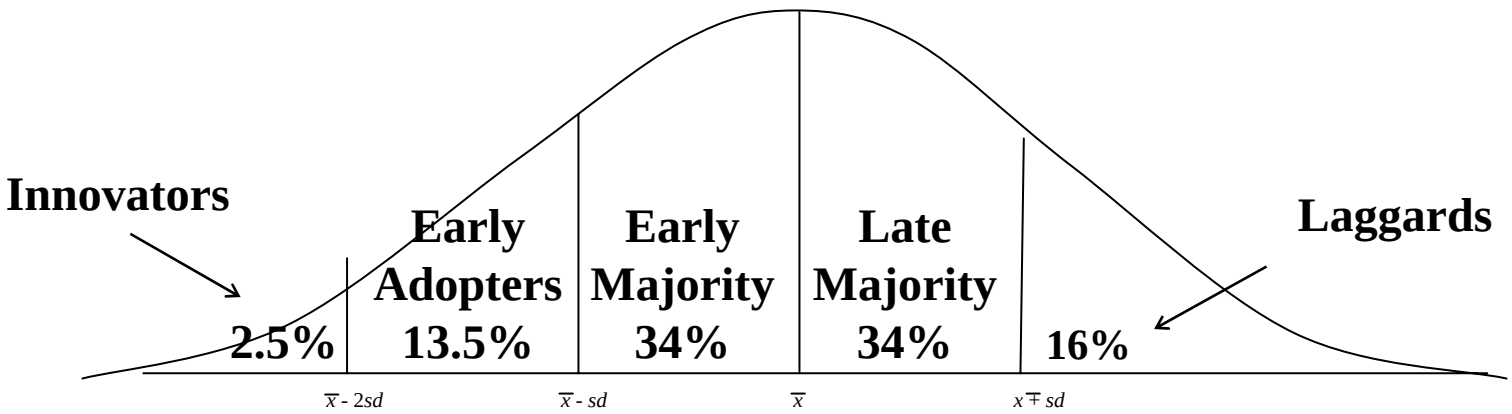
Social Indicators

What do They Tell us?

The Resource Manager and The Innovation-Decision Process

Rogers, Everett M. 1995. Diffusion of Innovations

Innovativeness and Adopter Categories



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Social Indicators

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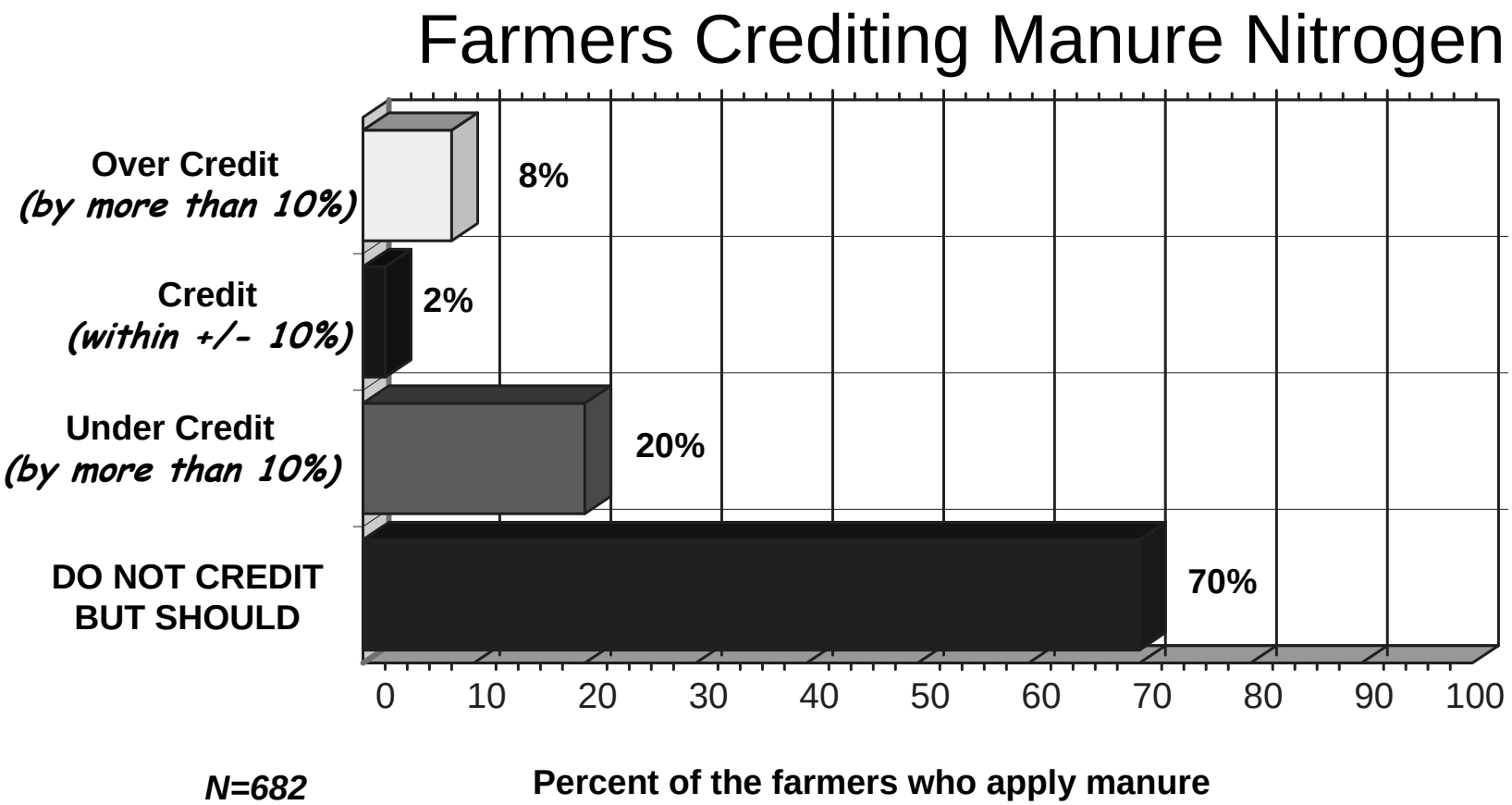
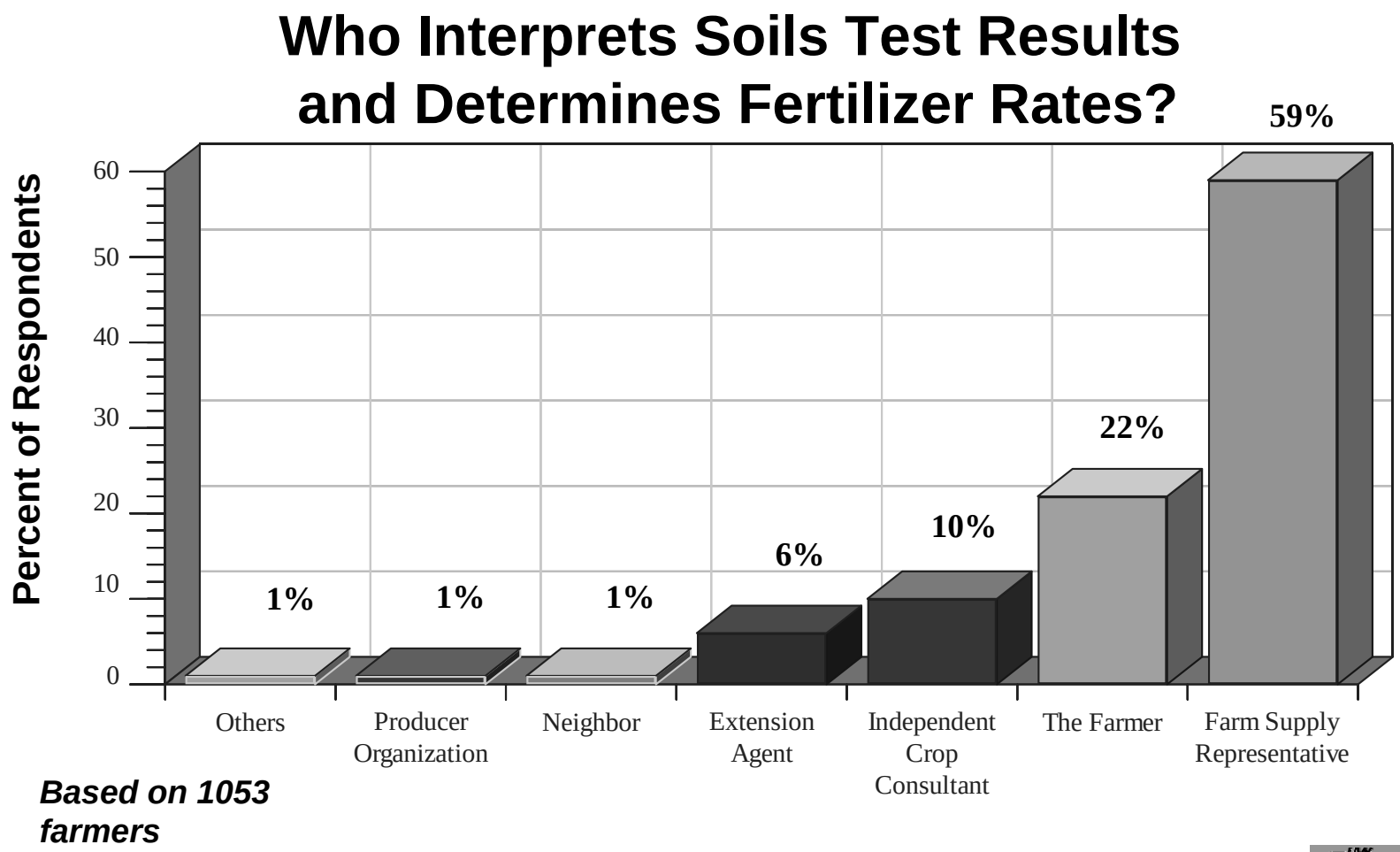


Social Indicators

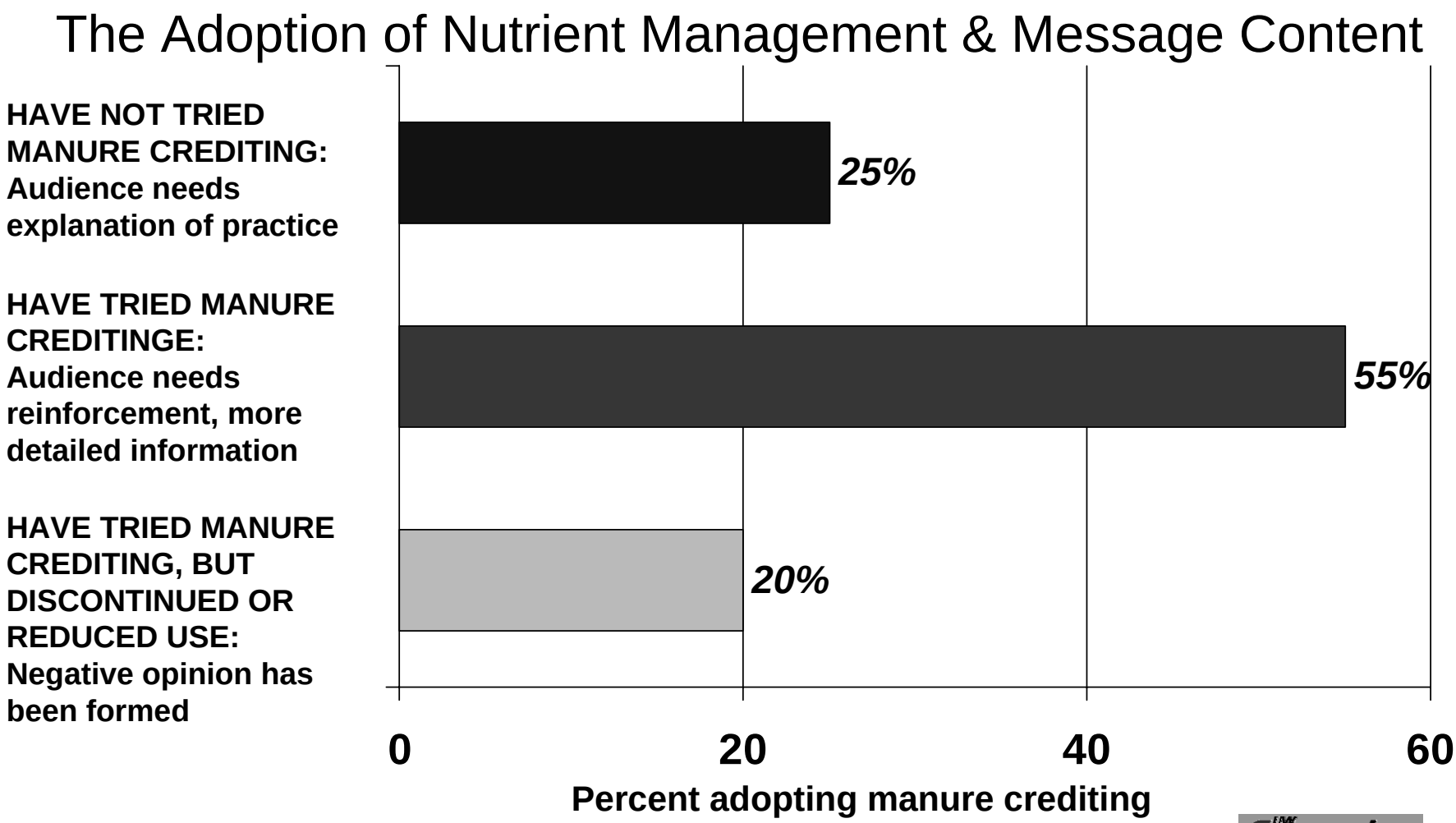
What do They Tell us?



Based on 1053 farmers

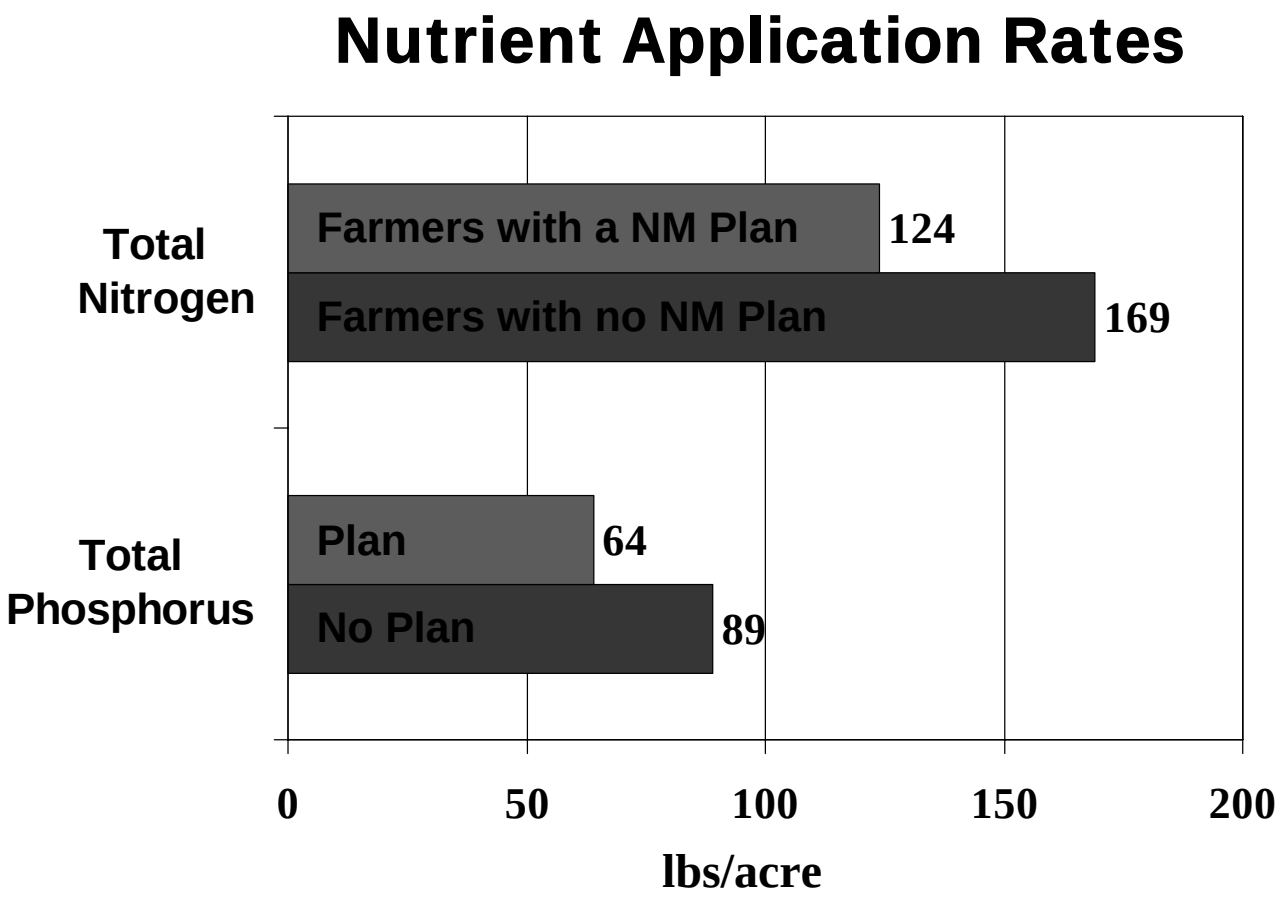
Social Indicators

What do They Tell us?



Social Indicators

What do They Tell us?



Social Indicators

What do They Tell us?

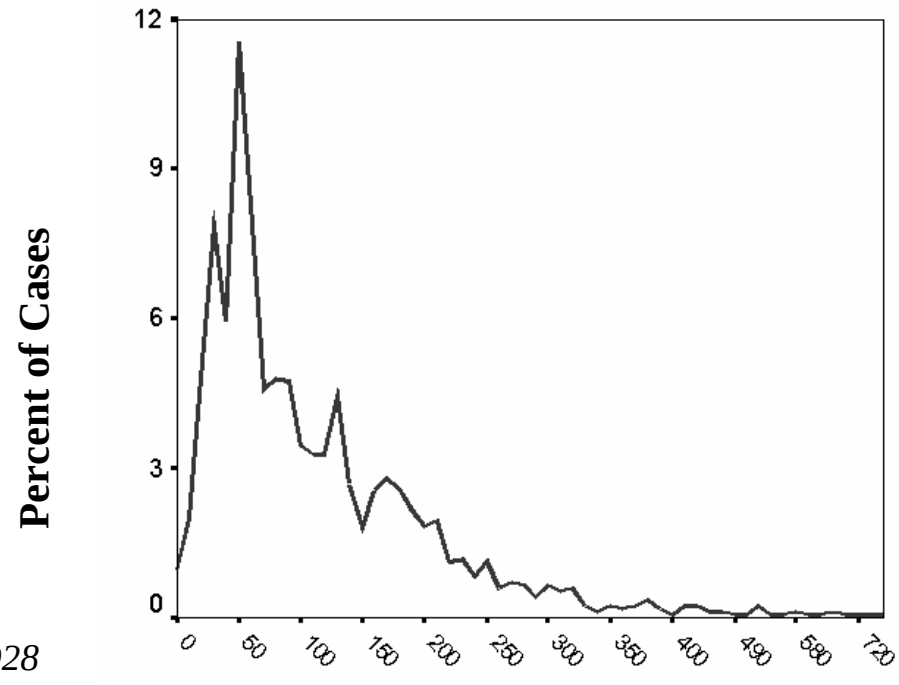
Nutrient Management Workshops (One Year Later)

- 79% decreased total nitrogen applications
- 75% decreased total phosphorous applications
- 86% of farmers reported following their NMPs on 76% o more of their acres
- 42% were following their NMPs on 100% of their acres

Social Indicators

What do They Tell us?

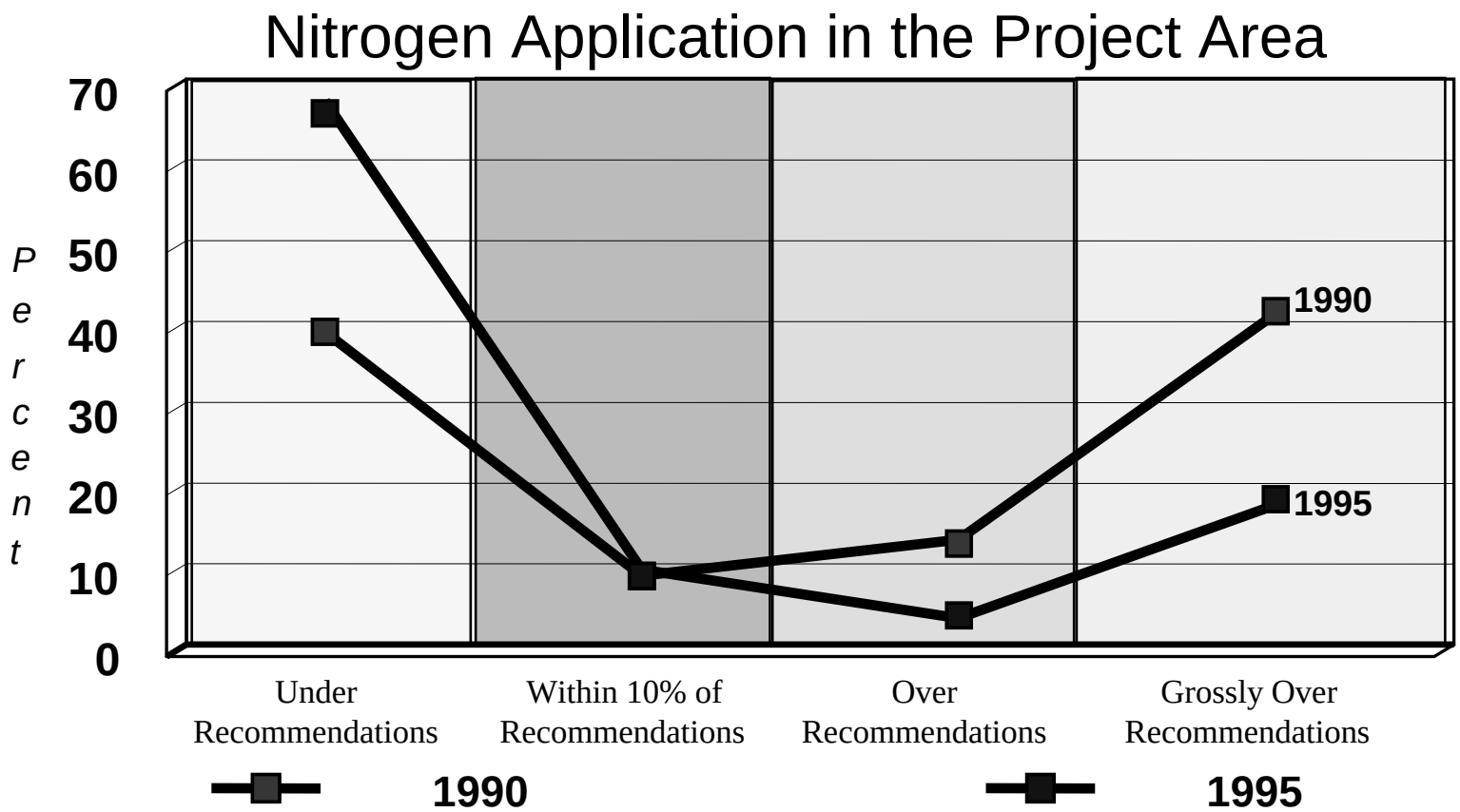
Total Phosphorous per Acre
Used in Wisconsin Corn Production



N=1,928

Social Indicators

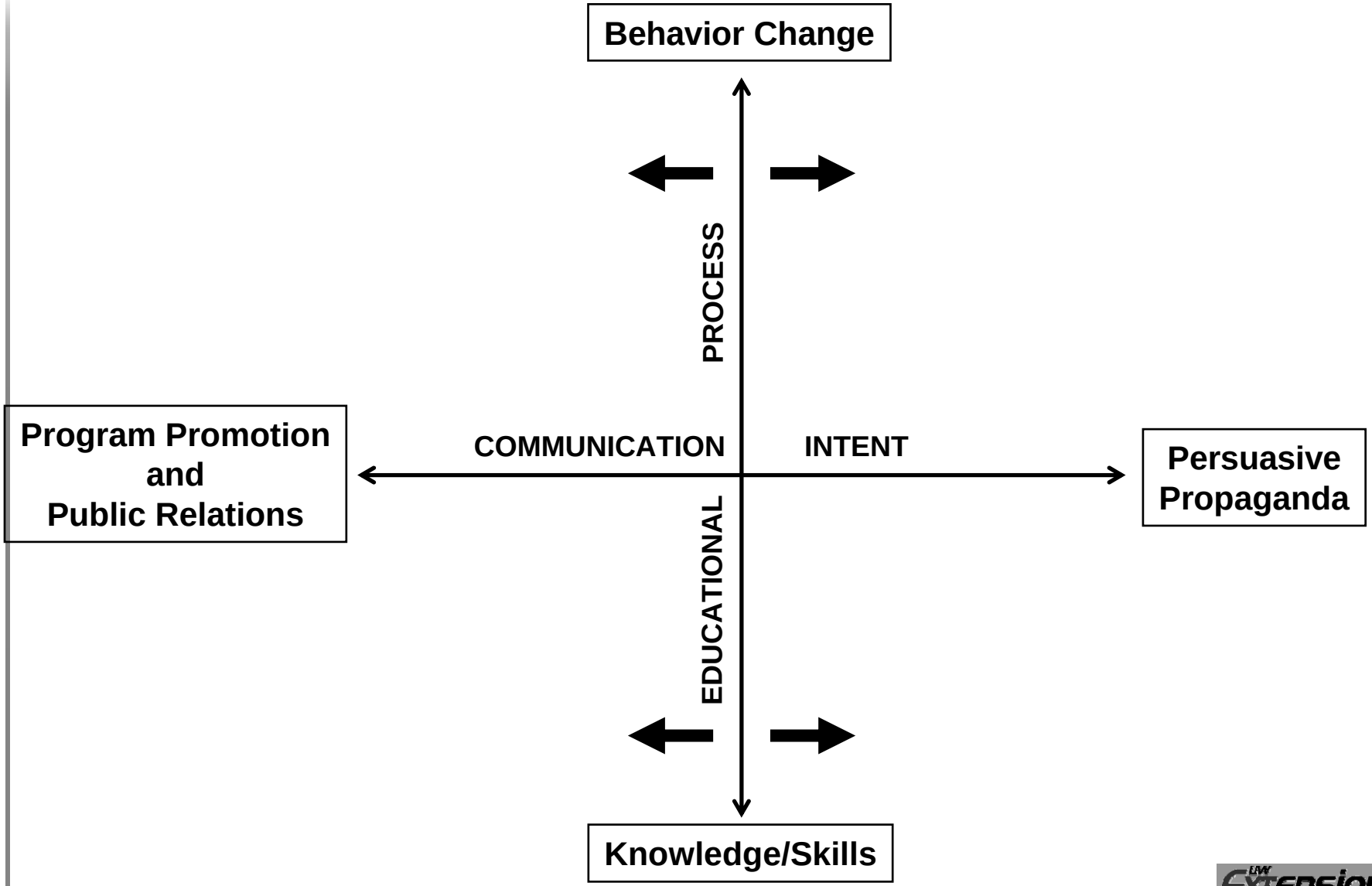
What do They Tell us?



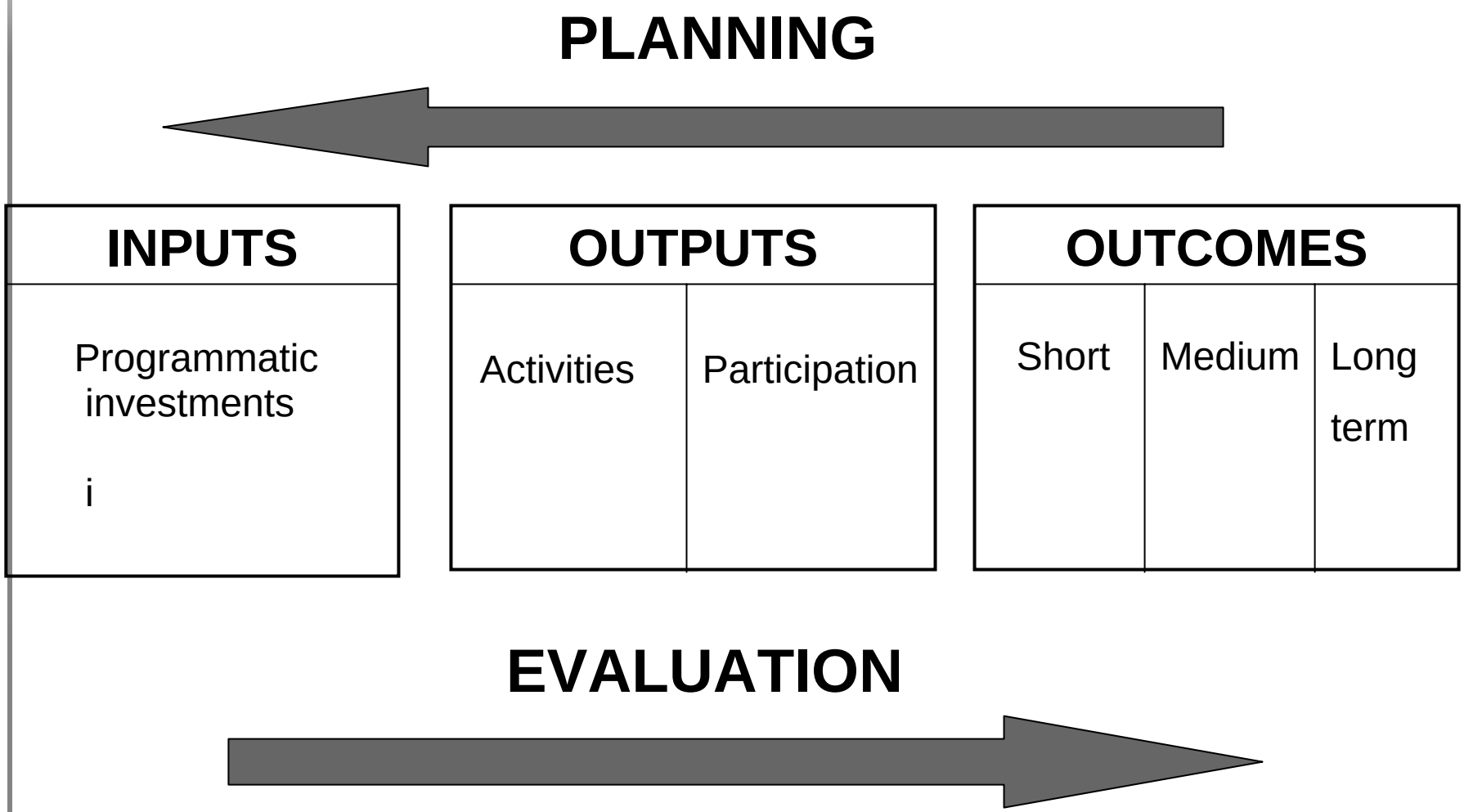
*1990 Nitrogen Application Mean = 242 kg/ha**
(Based on 101 cases-population of respondents.)

*1995 Nitrogen Application Mean = 152 kg/ha**
(Based on 56 randomly selected cases.)

Program Emphasis



Logic Model


PLANNING
INPUTS
Programmatic investments
i
OUTPUTS
Activities
Participation
OUTCOMES
Short
Medium
Long term
EVALUATION

The Logic Model Built by USEPA Region 5 Staff

INPUTS	OUTPUTS		OUTCOMES		
	Activities:	**Participation:**	**Short:**	**Medium:**	**Long**
base funds amount of funds to sub-state recipients number of state employees	TMDL identification	bmp related activities	bmp adoption rates	stream bank/ shoreline restoration (miles)	NPS pollutant reductions load reductions

Challenge Yourself

Strive to be accurate and correct this will gratify some people and annoy the rest.

- *Mark Twain*

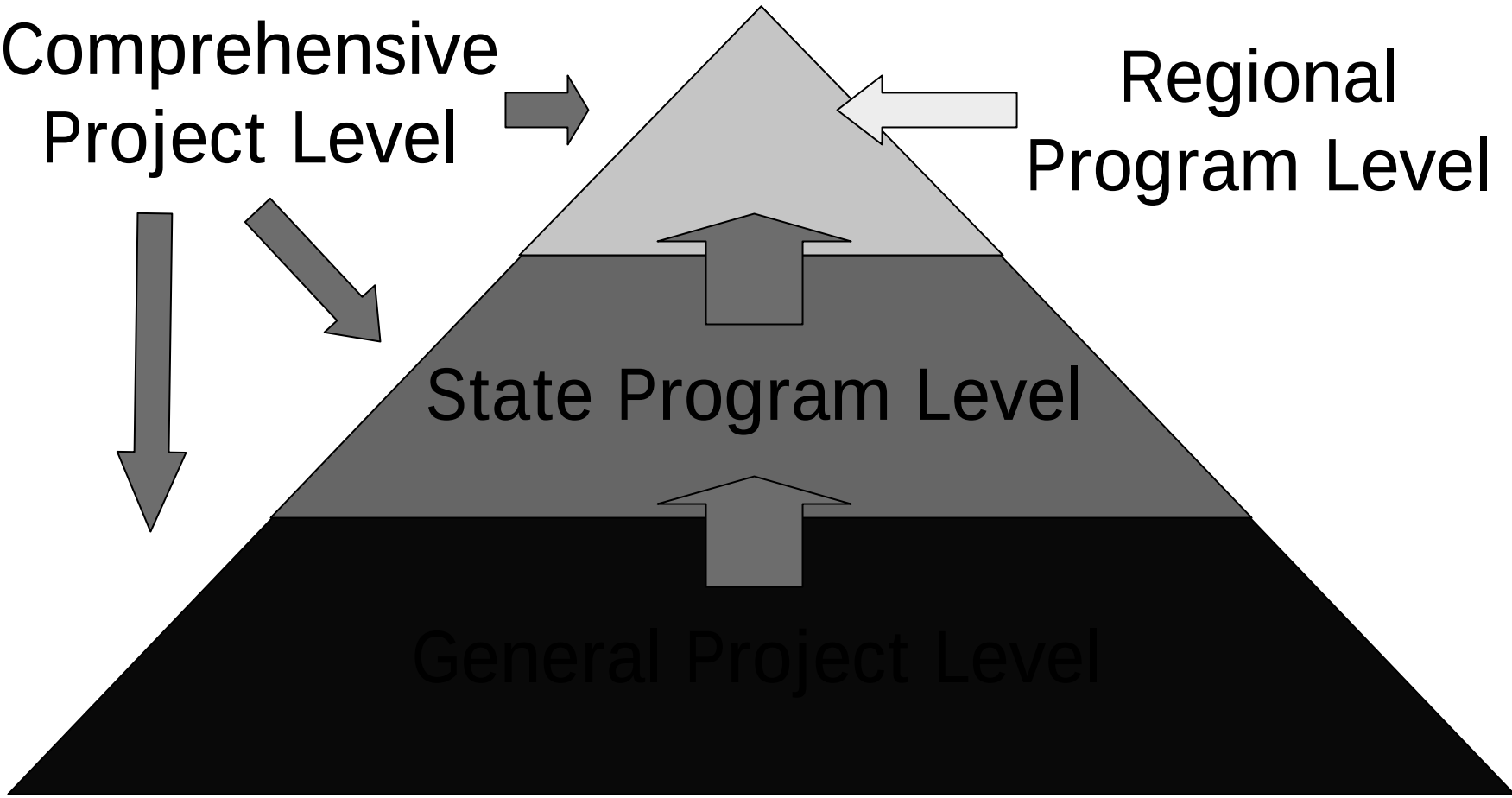
Challenging Measurement Issues

- **Policy impacts**
- **Practice adoption**
- **Stakeholder participation**
- **Volunteer contributions**
- **Remediation versus Prevention**

Why Social Indicators?

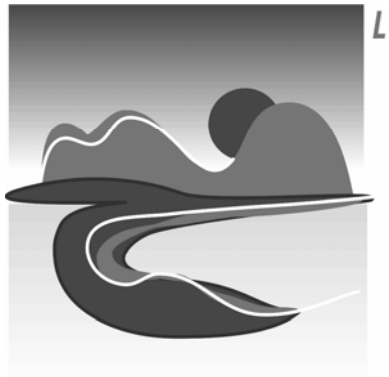
- Resource management involves a resource manager
- Progress toward environmental change
- Incorporates contextual information on the efficacy of NPS programs and projects
- More timely than environmental indicators
- Resource management involves a resource manager

Social Indicators Framework



When You Think Social Change Indicators – Ask Yourself, “So What?”

- Newsletters and carpet bomb public relations
- Citizen awareness of problems
- Attitudes and values in the target audience
- Who attends “events”
- Development of a watershed plan and/or what it includes
- Sign-ups, cost-share totals
- Agency perceptions, responsiveness, trust, your image
- Creation of TMDLs
- Did anyone do anything, and to what extent did they do it – behavior and resource manager change



Land Grant Colleges' and Universities'

Great Lakes

Regional Water Program

A Partnership of USDA CSREES & the Land Grant System

UW Extension